

# FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

DECEMBER 24-30, 1984 2

New York Time										NIELSEN AVERAGE				New York Time										NIELSEN AVERAGE											
Duration										AUDIENCE				Duration										AUDIENCE											
Day														Day																					
Ntwk														Ntwk																					
Program Name										Households (000) %				Share % No. Sta. Prog. Covg.				Program Name										Households (000) %				Share % No. Sta. Prog. Covg.			
EVENING																																			
A TEAM										8:00 60 TUE. N				13,670 16.1 32 210 99				KENNEDY CENTER HONORS(S)										9:00 120 TUE. C				6,620 7.8 15 206 99			
ABC BUSINESS BRIEF-WED										8:57 02 WED. A				15,110 17.8 27 198 98				KNIGHT RIDER										8:00 60 SUN. N				14,260 16.8 26 197 98			
ABC MONDAY NIGHT MOVIE										8:00 180 MON. A				9,590 11.3 25 195 98				KNOTS LANDING										10:00 60 THU. C				17,230 20.3 33 191 97			
ABC MOVIE SPECIAL(S)										9:00 120 WED. A				11,290 13.3 21 189 97				LOONEY BUGS BUNNY MOVIE(S)										8:00 60 TUE. C				8,070 9.5 19 205 99			
ABC NEWSBRIEF-MON										9:50 01 MON. A				10,100 11.9 26 202 99				LOVE BOAT										9:00 60 SAT. A				11,040 13.0 22 168 90			
ABC NEWSBRIEF-TUE										9:58 01 TUE. A				7,810 9.2 17 204 99				MAGNUM, P.I.										8:00 60 THU. C				14,520 17.1 26 190 96			
ABC NEWSBRIEF-WED										10:00 02 WED. A				12,480 14.7 23 197 98				MIKE HAMMER										9:00 60 SAT. C				11,290 13.3 22 174 91			
ABC NEWSBRIEF-THU										9:58 01 THU. A				7,390 8.7 13 169 95				MOVIE OF THE WEEK-FRI.(S)										8:00 120 FRI. N				13,160 15.5 24 191 96			
ABC NEWSBRIEF-FRI										9:40 01 FRI. A				7,730 9.1 14 206 99				MURDER, SHE WROTE										8:00 60 SUN. C				18,930 22.3 34 205 99			
ABC NEWS CLOSEUP(S)										10:00 60 SAT. A				4,670 5.5 10 175 92				NBC MONDAY NIGHT MOVIES										9:00 120 MON. N				6,110 7.2 16 198 98			
ABC NEWSBRIEF-SAT.										9:58 01 SAT. A				9,590 11.3 19 168 90				NBC NEWS DIGEST-M-F										VAR 01 M-F N				10,780 12.7 22 168 86			
ABC NEWSBRIEF-SUN.										9:55 01 SUN. A				13,580 16.0 24 208 99				NBC NEWS DIGEST-2-M-F										VAR 01 M & F N				6,880 8.1 15 179 91			
ABC SPORTS UPDATE-SAT										8:58 01 SAT. A				11,210 13.2 22 167 90				NBC NEWS DIGEST-SAT										9:28 01 SAT. N				7,810 9.2 15 150 79			
ABC SPORTS UPDATE-SUN										8:58 02 SUN. A				11,460 13.5 20 207 99				NBC NEWS DIGEST-SUN										8:58 01 SUN. N				11,210 13.2 20 161 85			
ABC SUNDAY NIGHT MOVIE										8:00 180 SUN. A				13,410 15.8 24 209 99				NBC NEWS DIGEST-2-SUN.										10:02 01 SUN. N				11,550 13.6 21 180 92			
ABC THURSDAY NIGHT MOVIE										8:00 120 THU. A				7,730 9.1 14 174 95				NBC NEWS DIGEST-2-M-F(B)										9:58 01 WED. N				8,830 10.4 16 164 76			
ABC WORLD NEWS TONIGHT										6:30 30 M-F A				9,000 10.6 21 204 99				NBC NIGHTLY NEWS-SAT.										6:30 30 SAT. N				8,660 10.2 18 155 88			
ABC WRD NEWS TONIGHT-SUN										6:30 30 SUN. A				6,450 7.6 13 155 82				NBC NIGHTLY NEWS										6:30 30 M-F N				8,570 10.1 19 205 99			
AIRWOLF										8:00 60 SAT. C				10,950 12.9 21 175 91				NBC SUNDAY NIGHT MOVIE										9:00 136 SUN. N				12,820 15.1 24 199 99			
AMERICAN PORTRAIT										8:58 01 TU&TH C				11,460 13.5 22 198 98				NEWHART										9:30 30 MON. C				10,780 12.7 27 205 99			
BILL COSBY SHOW										8:00 30 THU. N				20,120 23.7 36 191 97				NEWSBREAK-M-F										VAR 01 M-F C				12,480 14.7 25 188 93			
CAGNEY & LACEY										10:00 60 MON. C				11,970 14.1 30 204 99				NEWSBREAK-SAT.										9:58 01 SAT. C				10,100 11.9 20 167 84			
CBS EVENING NEWS-RATHER										6:30 30 M-F C				10,700 12.6 24 204 99				NEWSBREAK-SUN.										9:58 01 SUN. C				16,050 18.9 29 191 93			
CBS EVENING NEWS-DEAN										6:00 30 SUN. C				7,390 8.7 15 175 90				NIGHT COURT										9:30 30 THU. N				14,260 16.8 25 184 95			
CBS WEDNESDAY NIGHT MOVIE										9:00 120 WED. C				15,450 18.2 28 196 97				PAPER DOLLS										10:00 60 TUE. A				8,570 10.1 20 206 99			
CHARLES IN CHARGE										8:00 30 WED. C				12,570 14.8 23 187 97				PARTNERS IN CRIME										10:00 60 SAT. N				9,250 10.9 20 167 88			
CHEERS										9:00 30 THU. N				15,790 18.6 28 190 96				PUNKY BREWSTER										7:46 14 SUN. N				10,100 11.9 19 179 93			
COVER-UP										10:00 60 SAT. C				13,500 15.9 29 177 92				REMINGTON STEELE										10:00 60 TUE. N				15,620 18.4 37 200 99			
CRAZY LIKE A FOX										9:00 60 SUN. C				19,870 23.4 36 204 99				RIPLEY'S BELIEVE IT-NOT										7:00 60 SUN. A				9,680 11.4 18 194 93			
DALLAS										9:00 60 FRI. C				20,800 24.5 38 208 99				RIPTIDE										9:00 60 TUE. N				15,960 18.8 35 200 99			
DIFFRENT STROKES-SAT.										8:00 30 SAT. N				11,630 13.7 23 174 92				ST. ELSEWHERE										10:00 60 WED. N				10,700 12.6 20 203 98			
DUKES OF HAZZARD										8:00 60 FRI. C				12,650 14.9 24 197 94				SCARECROW & MRS. KING										8:00 60 MON. C				9,850 11.6 26 206 99			
E/R										8:30 30 WED. C				11,970 14.1 22 193 97				SILVER SPOONS										7:16 30 SUN. N				10,270 12.1 19 180 92			
FACTS OF LIFE										9:00 30 WED. N				14,690 17.3 26 191 96				SIMON & SIMON										9:00 60 THU. C				17,400 20.5 31 190 96			
FALCON CREST										10:00 60 FRI. C				18,000 21.2 36 207 99				60 MINUTES										7:00 60 SUN. C				18,850 22.2 35 208 99			
FALL GUY										8:00 60 WED. A				13,920 16.4 25 193 97				SPENCER										9:30 30 SAT. N				9,170 10.8 18 174 92			
FAMILY TIES										8:30 30 THU. N				19,270 22.7 34 190 96				SPORTSBREAK-SAT										8:58 01 SAT. C				10,270 12.1 20 172 87			
GATOR BOWL FOOTBALL GAME(S)										8:00 191 FRI. A				9,510 11.2 18 212 99				SPORTSBREAK-SUN										8:58 01 SUN. C				18,340 21.6 32 200 96			
GIMME A BREAK										8:30 60 SAT. N				10,190 12.0 20 166 89				T.J. HOOKER										8:00 60 SAT. A				11,630 13.7 23 166 88			
GLITTER										9:00 60 TUE. A				7,640 9.0 17 203 99				TV BLOOPERS & PRAC. JOKES										8:00 60 MON. N				8,740 10.3 23 205 99			
HIGHWAY TO HEAVEN										8:00 60 WED. N				13,580 16.0 25 200 94				THREE'S A CROWD										8:00 30 TUE. A				8,830 10.4 21 198 97			
HILL STREET BLUES										10:00 60 THU. N				11,890 14.0 23 196 97				TRAPPER JOHN, M.D.										10:00 60 SUN. C				15,960 18.8 30 204 99			
HOT PURSUIT SPCL(S)										10:00 60 FRI. N				9,080 10.7 18 184 95				20/20										10:00 60 THU. A				9,930 11.7 19 177 95			
IT'S YOUR MOVE										9:30 30 WED. N				11,290 13.3 20 184 85				WHO'S THE BOSS?										8:30 30 TUE. A				9,850 11.6 22 200 98			
KATE & ALLIE										9:00 30 MON. C				10,610 12.5 28 202 99				NUMBER OF PROGRAMS										89							

Δ Partial time interruption within program.

- Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards.

U.S. TV Households: 84,900,000



## FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

DECEMBER 24-30, 1984 4

Program Name	New York Time			Day	Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.
	Duration					Households (000)	%	%		
LATE FRINGE										
ABC NEWS:NIGHTLINE-FRI(B)	11:51	31	FRI.	A	5,430	6.4	17	191	94	
ABC NEWS:NIGHTLINE	11:30	30	M-TH	A	5,010	5.9	16	193	97	
ABC ROCKS	12:22	31	FRI.	A	1,780	2.1	7	133	74	
ABC WEEKEND REPORT-SAT.	11:30	15	SAT.	A	3,400	4.0	10	164	87	
ABC WEEKEND REPORT-SUN.	11:30	15	SUN.	A	4,080	4.8	11	168	91	
CBS NEWS NIGHTWATCH-1	2:00	30	TU-THSC		1,190	1.4	13	59	59	
CBS NEWS NIGHTWATCH-2	VAR	VAR	TU-THSC		1,020	1.2	22	97	87	
CBS NIGHTWATCH-2-TH(B)	2:30	30	THU.	C	1,100	1.3	15	74	71	
CBS SUNDAY NEWS-OSGOOD	11:00	15	SUN.	C	5,430	6.4	12	136	73	
DAVID LETTERMAN I	12:30	30	TU-TH	N	3,740	4.4	19	186	98	
DAVID LETTERMAN II	1:00	30	TU-TH	N	2,720	3.2	18	186	98	
EYE ON HOLLYWOOD	12:00	VAR	TU-TH	A	1,440	1.7	6	104	65	
FRIDAY NIGHT VIDEOS	12:30	90	FRI.	N	2,890	3.4	16	193	99	
G MICHAELS SPORTS MACHINE	12:16	30	SUN.	N	1,610	1.9	6	76	51	
LATE MOVIE I	11:30	VAR	TU-F	C	4,920	5.8	17	178	90	
LATE MOVIE II	VAR	VAR	TU-F	C	3,570	4.2	20	178	90	
SATURDAY NIGHT	11:30	78	SAT.	N	6,200	7.3	21	194	96	
TONIGHT SHOW	11:30	60	TU-F	N	6,030	7.1	20	194	98	
NUMBER OF PROGRAMS 18										

Program Name	New York Time			Day	Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.
	Duration					Households (000)	%	%		
NBC NEWS AT SUNRISE										
NBC NEWS DIGEST-DAYTIME	2:57	01	MWF	N	4,500	5.3	15	198	98	
NEWSBREAK-11.57	11:57	02	M-F	C	7,300	8.6	27	183	90	
NEWSBREAK-3.57	3:57	02	MWTHF	C	5,430	6.4	17	192	94	
ONE LIFE TO LIVE	2:00	60	M-F	A	7,130	8.4	24	207	99	
PRESS YOUR LUCK	10:30	30	M-F	C	5,350	6.3	20	167	82	
PRICE IS RIGHT 1	11:00	30	M-F	C	7,130	8.4	27	202	96	
PRICE IS RIGHT 2	11:30	30	M-F	C	8,830	10.4	33	201	96	
RYAN'S HOPE	12:00	30	M-F	A	3,140	3.7	11	173	93	
SALE OF THE CENTURY	10:30	30	MWTHF	N	5,180	6.1	20	153	83	
SANTA BARBARA	3:00	60	MWTHF	N	3,310	3.9	11	187	96	
SANTA BARBARA(B)	3:00	60	TUE.	N	2,040	2.4	7	159	78	
SCRABBLE	11:30	30	M-F	N	6,280	7.4	23	197	96	
SEARCH FOR TOMORROW	12:30	30	M-F	N	3,230	3.8	11	153	76	
SUPER PASSWORD	12:00	30	M-F	N	3,910	4.6	14	139	68	
TODAY SHOW-7.30AM	7:30	30	M-F	N	2,800	3.3	21	202	99	
TODAY SHOW-8.30AM	8:30	30	M-F	N	4,160	4.9	20	202	99	
TRIVIA TRAP	11:00	30	MWTHF	A	3,310	3.9	12	176	88	
\$25,000 PYRAMID	10:00	30	M-F	C	4,920	5.8	19	172	88	
WHEEL OF FORTUNE	11:00	30	M-F	N	7,050	8.3	26	200	98	

## WEEKDAY DAYTIME

ABC DAYTIME NEWSBRIEF-M-F	VAR	VAR	M-F	A	7,130	8.4	24	207	99
ABC WORLD NEWS-MORN-615A	6:15	15	M-F	A	760	.9	13	110	78
ABC WORLD NEWS-MORN-645A	6:45	15	M-F	A	1,530	1.8	20	172	92
ALL MY CHILDREN	1:00	60	M-F	A	7,980	9.4	26	209	99
ANOTHER WORLD	2:00	60	MWTHF	N	5,430	6.4	18	202	99
ANOTHER WORLD(B)	2:00	60	TUE.	N	3,650	4.3	13	168	84
AS THE WORLD TURNS	1:30	60	MWTHF	C	5,940	7.0	19	205	99
BLUE-GRAY FOOTBALL GAME(S)	12:30	199	TUE.	C	9,250	10.9	33	205	99
BODY LANGUAGE	4:00	30	MWTHF	C	2,550	3.0	8	99	53
CAPITOL	2:30	30	MWTHF	C	5,090	6.0	17	198	95
CBS EARLY MORNING NEWS	6:30	30	M-F	C	1,270	1.5	22	139	89
CBS MORNING NEWS 1	7:30	30	M-F	C	2,210	2.6	17	201	99
CBS MORNING NEWS 2	8:30	30	M-F	C	3,060	3.6	15	201	99
DAYS OF OUR LIVES	1:00	60	M-F	N	6,620	7.8	22	201	99
DISNEY WRD'S XMAS PARADE(S)	10:00	90	TUE.	A	7,640	9.0	30	198	96
EDGE OF NIGHT	4:00	30	M-F	A	2,380	2.8	8	98	57
FACTS OF LIFE M-F	10:00	30	MWTHF	N	5,180	6.1	20	141	85
FAMILY FEUD	11:30	30	M-F	A	3,230	3.8	12	176	87
GENERAL HOSPITAL	3:00	60	M-F	A	8,070	9.5	27	207	99
GOOD MORNING, AMERICA-730	7:30	30	M-F	A	2,890	3.4	22	205	99
GOOD MORNING, AMERICA-830	8:30	30	M-F	A	4,410	5.2	21	203	99
GUIDING LIGHT	3:00	60	MWTHF	C	6,540	7.7	21	206	99
LOVING	12:30	30	M-F	A	4,160	4.9	15	188	96
NBA ON CBS SPECIAL(S)	3:49	148	TUE.	C	7,300	8.6	27	197	97
NBC COLLEGE BSKBL-TUE-SPC(S)	4:00	120	TUE.	N	2,800	3.3	10	180	92

YOUNG AND THE RESTLESS	12:30	60	MWTHF	C	7,560	8.9	26	207	99
NUMBER OF PROGRAMS 46									

## WEEKEND DAYTIME

ABC WEEKEND SPECIALS	12:00	30	SAT.	A	4,920	5.8	17	182	93
ALVIN AND THE CHIPMUNKS	10:30	30	SAT.	N	7,560	8.9	32	204	99
AMERICAN BANDSTAND	12:30	60	SAT.	A	4,160	4.9	13	172	85
BUGS BUNNY/ROAD RUNNER 1	12:00	30	SAT.	C	4,840	5.7	16	162	85
BUGS BUNNY/ROAD RUNNER 2	12:30	30	SAT.	C	5,770	6.8	18	166	86
BUGS BUNNY/ROAD RUNNER 3	1:00	30	SAT.	C	5,350	6.3	16	157	82
CBS NFL PLAYOFF PRE-SAT(S)	3:30	30	SAT.	C	6,960	8.2	21	206	99
CBS NFL PLAYOFF GAME-SAT(S)	4:00	193	SAT.	C	18,680	22.0	45	208	99
CBS NFL PLAYOFF POST-SAT(S)	7:13	06	SAT.	C	16,640	19.6	35	207	99
CBS NFL PLAYOFF PRE-SUN.(S)	12:00	30	SUN.	C	7,470	8.8	27	202	99
CBS NFL PLAYOFF GAME-SUN.(S)	12:30	208	SUN.	C	21,560	25.4	55	208	99
CBS NFL PLAYOFF POST-SUN.(S)	3:58	19	SUN.	C	11,380	13.4	27	199	99
CHARLIE BROWN&SNOOPY SHOW	1:30	30	SAT.	C	3,480	4.1	10	124	62
DRAGON'S LAIR	10:00	30	SAT.	A	3,990	4.7	17	202	98
DUNGEONS AND DRAGONS	9:30	30	SAT.	C	4,410	5.2	20	197	98

Δ Partial time interruption within program.

+ Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

&lt;&lt; Below Minimum Reporting Standards.

U.S. TV Households: 84,900,000

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## FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

DECEMBER 24-30, 1984 6

Program Name	New York Time			NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.
	Duration	Day	Ntwk	Households (000)	Share %	Share %		
WEEKEND DAYTIME (CONT)								
FACE THE NATION	10:30	30	SUN.	C	2,290	2.7	9	123 84
GET ALONG GANG	8:30	30	SAT.	C	2,720	3.2	19	200 97
IN THE NEWS- 8.26AM	8:26	03	SAT.	C	1,950	2.3	17	192 95
IN THE NEWS- 8.56AM	8:56	03	SAT.	C	3,230	3.8	21	200 97
IN THE NEWS- 9.56AM	9:56	03	SAT.	C	3,740	4.4	17	197 98
IN THE NEWS-11.56AM	11:56	03	SAT.	C	3,570	4.2	13	195 96
IN THE NEWS- 1.26PM	1:26	03	SAT.	C	4,580	5.4	13	157 82
IN THE NEWS- 1.56PM	1:56	03	SAT.	C	3,060	3.6	9	124 62
KIDD VIDEO	11:00	30	SAT.	N	5,600	6.6	21	176 84
LITTLES	11:30	30	SAT.	A	6,540	7.7	23	197 95
MEET THE PRESS	12:00	30	SUN.	N	1,530	1.8	5	158 90
MIGHTY ORBOTS	9:00	30	SAT.	A	3,140	3.7	17	201 98
MR. T	11:30	30	SAT.	N	5,260	6.2	19	175 84
MUPPET BABIES	9:00	30	SAT.	C	5,010	5.9	27	200 98
NEW SCOOBY DOO MYSTERIES	10:30	30	SAT.	A	5,520	6.5	22	201 98
NFL '84-NBC	3:30	30	SUN.	N	3,310	3.9	8	205 99
NFL '84 NBC-SA(S)	12:00	30	SAT.	N	6,790	8.0	25	212 99
NFL PLAYOFF GAME-SAT.(S)	12:30	191	SAT.	N	15,200	17.9	45	214 99
NFL PLAYOFF POST-SAT.(S)	3:41	18	SAT.	N	9,000	10.6	27	208 99
NFL PLAYOFF GAME-SUN(S)	4:00	196	SUN.	N	20,800	24.5	45	214 99
ONE TO GROW ON-8:28AM	8:28	02	SAT.	N	2,720	3.2	25	189 95
ONE TO GROW ON-8:58AM	8:58	02	SAT.	N	2,800	3.3	21	179 84
ONE TO GROW ON-10:28AM	10:28	02	SAT.	N	6,540	7.7	29	206 99
ONE TO GROW ON-10:58AM	10:58	02	SAT.	N	7,560	8.9	31	203 99
PINK PANTHER AND SONS	8:30	30	SAT.	N	2,550	3.0	15	182 85
POLE POSITION	10:00	30	SAT.	C	3,990	4.7	17	195 97
PRYOR'S PLACE	11:30	30	SAT.	C	3,570	4.2	13	195 96
SCARY SCOOBY DOO FUNNIES	11:00	30	SAT.	A	6,540	7.7	24	195 95
SATURDAY SUPERCAR	10:30	60	SAT.	C	3,060	3.6	12	197 97
SCHOOLHOUSE ROCK-8:25AM	8:25	04	SAT.	A	2,120	2.5	19	192 96
SCHOOLHOUSE ROCK-9:55AM	9:55	04	SAT.	A	3,910	4.6	18	203 99
SCHOOLHOUSE ROCK-10:25AM	10:25	04	SAT.	A	4,670	5.5	20	202 98
SCHOOLHOUSE ROCK-11:25AM	11:25	04	SAT.	A	6,200	7.3	23	195 95
SHIRT TALES	8:00	30	SAT.	C	1,700	2.0	17	192 95
SMURFS I	9:00	30	SAT.	N	3,740	4.4	22	206 99
SMURFS II	9:30	30	SAT.	N	5,940	7.0	29	206 99
SMURFS III	10:00	30	SAT.	N	7,050	8.3	32	206 99
SNORKS	8:00	30	SAT.	N	2,290	2.7	23	190 96
SUNDAY MORNING	9:00	90	SUN.	C	3,570	4.2	21	173 95
SUPERFRIENDS: SUPERPOWERS	8:30	30	SAT.	A	2,550	3.0	18	197 97
SUPERFRIENDS: SUPERPOWERS2	8:00	30	SAT.	A	1,870	2.2	18	192 96
THIS WEEK-DAVID BRINKLEY	11:30	60	SUN.	A	3,060	3.6	11	182 95
TURBO TEEN	9:30	30	SAT.	A	4,250	5.0	20	203 99
NUMBER OF PROGRAMS 58								

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